

**AMENDMENT TRANSMITTAL LETTER (LARGE)**

Docket No.

**A-7496 (191920-1240)**

Applicant(s): **Arturo A. Rodriguez, et al.**

Serial No.  
**10/073,842**

Filing Date  
**02/11/2002**

Examiner  
**Bui, Kieu Oanh T.**

Confirmation No.  
**6628**

Group Art Unit  
**2611**

Invention: **Management of Television Advertising**

**RECEIVED**

**JUN 01 2004**

**Technology Center 2600**

**Commissioner for Patents  
Mail Stop RCE  
P.O. Box 1450  
Alexandria VA 22313-1450**

Transmitted herewith is RCE, Request for Extension of Time (2 months), and Response to Final Office Action in the above-identified application.

The fee has been calculated and is transmitted as shown below

**CLAIMS AS AMENDED**

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	28 -	78 =	0	X \$18.00	\$0.00
INDEP. CLAIMS	4 -	10 =	0	X \$86.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$290.00
EXTENSION FEE	1 <sup>ST</sup> MONTH <input type="checkbox"/> 110.00	2 <sup>ND</sup> MONTH <input checked="" type="checkbox"/> 420.00	3 <sup>RD</sup> MONTH <input type="checkbox"/> 950.00	4 <sup>TH</sup> MONTH <input type="checkbox"/> 1,480.00	\$420.00
Other Fees: RCE Filing Fee					\$770.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$1190.00</b>

- ☐ No additional fee is required.
- ☐ Please charge Deposit Account No. \_\_\_\_\_ in the amount of \_\_\_\_\_
- ☐ A check in the amount of \_\_\_\_\_ to cover the filing fee is enclosed. A duplicate copy of this page is enclosed.
- ☒ A Credit Card Payment Form PTO-2038 is attached in the amount of \$1190.00.
- ☒ The Director is hereby authorized to charge any deficiencies of the above fees or credit any overpayment to Deposit Account No. 20-0778.

Sami O. Malas  
**Sami O. Malas, Reg. No. 44,893**

5-24-04  
Date

**FREE TRANSMITTAL  
for FY 2004**

Effective 10/01/2003. Patent fees are subject to annual revisions.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT

(\$) **1190.00****Complete If Known**

Application Number	<b>10/073,842</b>
Filing Date	<b>02-11-2002</b>
First Named Inventor	<b>Rodriguez</b>
Examiner Name	<b>Bui, Kieu Oanh T.</b>
Group / Art Unit	<b>2611</b>
Attorney Docket No.	<b>A-7496 (191920-1240)</b>

**METHOD OF PAYMENT (check all that apply)**☐ Check ☒ Credit Card ☐ Money Order ☐ Other ☐ None☐ Deposit Account

Deposit Account Number

**20-0778**

Deposit Account Name

**Thomas, Kayden, Horstemeyer Risley, L.L.P.**

The Commissioner is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments  
☒ Charge any additional fee(s) during the pendency of this application  
☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account
**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1001	770	2001	385	Utility Filing Fee	
1002	340	2002	170	Design Filing Fee	
1003	530	2003	265	Plant Filing Fee	
1004	770	2004	385	Reissue Filing Fee	
1005	160	2005	80	Provisional Filing Fee	
<b>SUBTOTAL (1)</b>				<b>(\$)</b>	

**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

	Extra Claims		Fee From Below		Fee Paid
Total Claims	28	-78	0	X 18.00	= 0.00
Independent Claims	4	-10	0	X 86.00	= 0.00
Multiple Dependent				290.00	=

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1202	18	2202	9	Claims in excess of 20	
1201	86	2201	43	Independent claims in excess of 3	
1203	290	2203	145	Multiple dependent claim, if not paid	
1204	86	2204	43	**Reissue independent claims over original patent	
1205	18	2205	9	**Reissue claims in excess of 20 and over original patent	
<b>SUBTOTAL (2)</b>				<b>(\$)</b>	

\*or number previously paid, if greater; For Reissues, see above

**FEES CALCULATION (continued)****3. ADDITIONAL FEES**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1051	130	2051	65	Surcharge-late filing fee or oath	
1052	50	2052	25	Surcharge-late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	420.00
1253	950	2253	475	Extension for reply within third month	
1254	1,480	2254	740	Extension for reply within fourth month	
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive-unavoidable	
1453	1,330	2453	655	Petition to revive-unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee for provisional application	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	770	2809	385	Filing a submission after final rejection (37 CFR § 1.129(a))	
1810	770	2810	385	For each add. invention to be examined (37 CFR 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	770.00
1802	900	1802	900	Request for expedited exam. of a design application	

Other fee (specify)

**SUBTOTAL (3) (\$ 1190.00)**

\*Reduced by Basic Filing Fee Paid

**SUBMITTED BY**

Typed or Printed Name	<b>Sami O. Malas</b>	Registration No.	<b>44,893</b>	Telephone Number	<b>770-933-9500</b>
Signature	<i>Sami O. Malas</i>		Date	<b>5-24-04</b>	

**WARNING: Information on this form may become public. Credit Card information should not****Be included on this form. Provide credit card information and authorization on PTO-2038**

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 37 USC 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



## CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to:

**Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

on 5-24-04.

Sami O. Malas  
Sami O. Malas

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JUN 01 2004  
Technology Center 2600

In re application of: Rodriguez, et al.

Group No.: 2611

Serial Number: 10/073,842

Examiner: Bui, Kieu Oanh T.

Filing Date: Feb. 11, 2002

Title: **Management of Television Advertising**

Attached are the following documents for filing with the USPTO:

Postcard  
Petition for Extension of Time – 2 months  
RCE  
Amendment Transmittal Form  
Fee Transmittal  
Credit Card Authorization Form - \$1190.00  
Response to Final Office Action (with Amendments)